

Message Text

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62

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UNCLAS MEXICO 1754

E.O. 11652: N/A

TAGS: PFOR, SENV, SCUL, MX

SUBJECT: MEXICO'S PARTICIPATION IN EXPO '74

REF: MEXICO 1694

SECRETARY OF PRESIDENCY CERVANTES DEL RIO INFORMED ME TODAY THAT JULIO FAESLER, HEAD OF THE FOREIGN TRADE INSTITUTE (IMCE), WAS VERY NEGATIVE ON EXPO. IMCE HAD CONSULTED MEXICAN BUSINESSMEN BUT THEY WERE OF OPINION SALES PROSPECTS WOULD NOT BE GOOD AT SPOKANE. FAESLER HAD ALSO EXPLAINED THAT IMCE'S FUNDS WERE COMMITTED ELSEWHERE. I AGAIN POINTED OUT TO CERVANTES THAT THERE WERE LARGE NEW TRADE OPPORTUNITIES IN THE U.S. NORTHWEST AND EXPO WOULD DRAW MANY VISITORS FROM CANADA. ALL OF MY SALES PITCH WAS TO NO AVAIL, AS CERVANTES OBVIOUSLY DIDNOT WANT TO PURSUE MATTER. HE MADE POINT THAT MEXICO WOULD EXHIBIT AT SAN ANTONIO, TEXAS LATER IN THE YEAR BECAUSE MEXICAN BUSINESSMEN DESIRED THIS AS THEY WERE FAMILIAR WITH SALES OPPORTUNITIES THERE.
JOVA

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